

## Amendments

### In the Claims

Claims 1-10. (canceled)

Claim 11. (previously presented) The method of claim 72, wherein the content is displayed for a predetermined time period.

Claim 12. (previously presented) The method of claim 72, further comprising transmitting the content to the plurality of locations.

Claim 13. (previously presented) The method of claim 12, where the transmitting comprises transmitting the content to the plurality of locations by a means selected from a group consisting of high speed cable, satellite, phone, high speed line, cellular phone, available frequencies, Internet, radio, radio pulse transmission, high speed optical fiber and physical delivery of the product and product information stored on a physical medium.

Claim 14. (previously presented) The method of claim 12, further comprising converting a format of the content into a single format for display.

Claim 15. (previously presented) The method of claim 72, further comprising reviewing content prior to display for appropriateness.

Claim 16. (previously presented) The method of claim 72, further comprising verifying the displaying of the content.

Claim 17. (previously presented) The method of claim 16, wherein the verifying comprises capturing image and time data of the display of the content.

Claim 18. (previously presented) The method of claim 72, further comprising detecting customer traffic at least one of the plurality of locations.

Claim 19. (previously presented) The method of claim 18, further comprising generating a market analysis report from the detection of traffic.

Claim 20. (previously presented) The method of claim 72, further comprising billing the merchant for merchandising the product.

Claim 21. (previously presented) The method of claim 20, wherein the billing comprises transmitting billing information to the merchant.

Claim 22. (previously presented) The method of claim 72, wherein the display comprises a plurality of pixels, the method further comprising detecting defective pixels in the display.

Claim 23. (previously presented) The method of claim 22, further comprising automatically calibrating the defective pixels based on the detecting.

Claim 24-29. (canceled)

Claim 30. (previously presented) The method of claim 72, wherein the product ordering number indicates both a product and the merchant offering the product.

Claim 31. (previously presented) The method of claim 72, wherein the receiving comprises transmitting the product ordering number to a remote location, different from display and customer locations.

Claim 32. (previously presented) The method of claim 72, wherein the receiving comprises transmitting the product ordering number over a telephone line.

Claim 33. (previously presented) The method of claim 32, wherein the transmitting of the product ordering number comprises entering the product ordering number on a telephone keypad.

Claim 34. (previously presented) The method of claim 32, wherein the transmitting of the product ordering number comprises speaking the product ordering number and recognizing the spoken product ordering number.

Claim 35-40. (canceled)

Claim 41. (previously presented) The method of claim 72, further comprising prompting the customer for the product order number after the customer has been identified.

Claim 42. (previously presented) The method of claim 72, further comprising confirming the receipt of the product ordering number from the customer.

Claim 43. (previously presented) The method of claim 72, further comprising communicating ordering options to the customer after receipt of the product ordering number.

Claim 44-46. (canceled)

Claim 47. (previously presented) The method of claim 72, wherein the communicating comprises transmitting data indicating the customer and product ordering number to the merchant.

Claim 48. (previously presented) The method of claim 47, wherein the transmitting comprises transmitting the data indicating the customer and product ordering number over a telephone line.

Claim 49. (previously presented) The method of claim 72, further comprising the merchant confirming receipt of the customer and product ordering number to the customer.

Claim 50. (previously presented) The method of claim 49, wherein the confirming is performed by transmitting confirming information to the customer.

Claim 51. (previously presented) The method of claim 50, wherein the confirming information is transmitted to the customer by e-mail.

Claim 52. (previously presented) The method of claim 72, further comprising verifying customer credit card information to the merchant.

Claim 53. (previously presented) The method of claim 52, wherein the credit card information includes whether the customer has credit available on a credit card to purchase the product ordered.

Claim 54. (previously presented) The method of claim 72, wherein the product is a good.

Claim 55. (previously presented) The method of claim 72, wherein the product is a service.

Claim 56. (previously presented) The method of claim 72, wherein the product is product literature.

Claim 57. (previously presented) The method of claim 72, wherein the product information includes a product literature ordering number, the method further comprising:

- identifying a customer who wishes to order product literature for a product;
- receiving the product literature ordering number from the customer;
- matching the product literature ordering number to a corresponding merchant; and
- communicating the customer and product literature ordering number to the merchant.

Claim 58. (previously presented) The method of claim 57, further comprising, sending the product literature from the merchant to the customer.

Claim 59. (previously presented) The method of claim 58, further comprising creating a customer database having entries of customers and corresponding customer information, the customer information including at least a preference for sending product literature.

Claim 60. (previously presented) The method of claim 72, further comprising, shipping the product from the merchant to the customer.

Claim 61. (previously presented) The method of claim 72, further comprising communicating shipping information to the customer after receipt of the product ordering number.

Claim 62. (previously presented) The method of claim 61, further comprising verifying of the communicated shipping information by the customer.

Claim 63. (previously presented) The method of claim 62, wherein the receiving of the product ordering number from the customer is by telephone and the verifying comprises pressing a button of a keypad of the telephone.

Claim 64. (previously presented) The method of claim 62, wherein the receiving of the product ordering number from the customer is by telephone and the verifying comprises speaking a verification command and recognizing the spoken command.

Claim 65. (previously presented) The method of claim 72, further comprising generating a database having product entries and product shipping information corresponding to the product entries, the method further comprising computing shipping options based on the product shipping information and communicating the shipping option so the customer.

Claim 66-68. (canceled)

Claim 69. (previously presented) The method of claim 72, further comprising transmitting global position data from the customer indicating the location of the customer.

Claim 70. (previously presented) The method of claim 69, wherein the communicating further comprises communicating the global position data to the merchant.

Claim 71. (canceled)

Claim 72. (previously presented) A method for merchandising the products of a merchant to customers, the method comprising:

electronically displaying content comprising a product and product information in a plurality of locations, the product information including a product ordering number;

receiving customer identification information indicating that a customer wishes to order a product;

receiving the product ordering number from the customer;

matching the product ordering number to a corresponding merchant; and

communicating the customer and product ordering number to the merchant.

Claim 73. (previously presented) The method of claim 72, wherein the content is still image content.